

MEMORANDUM

TO: Colorado Water Conservation Board members

FROM: Nicole Seltzer, Colorado Foundation for Water Education

DATE: May 19, 2010

SUBJECT: Agenda Item 33: CFWE FY2010/11 Scope of Work

The Colorado Foundation for Water Education is pleased to present the Board with the following memo on our FY2010 activities and the work we plan to accomplish in FY2011. The support and guidance of CWCB is a critical part of the Foundation's success, so as always, thank you for your support of independent water education in Colorado!

OVERVIEW OF FY2010 FOUNDATION ACTIVITIES

CFWE has many accomplishments from its 7 years of operations. Since its inception in 2003, CFWE has become the leading educational resource for Coloradans interested in water issues. We will continue to meet our mission of producing unbiased water education programs through publications, workshops, tours, professional development and outreach.

In Fiscal Year 2010, CFWE began implementing our new strategic plan. We initiated several new programs, including conducting two workshops for water educators, holding a luncheon for state legislators, and carrying out two "mini-tours" for teachers and the public.

We had many exciting moments in FY2010, including:

- Connecting almost 100 water educators with new tools and partnerships at Water Education Task Force meetings on "Statewide Messaging Campaigns", "Teaching Water", and "Water Education Partnerships".
- Educating 114 people on water issues in the Rio Grande basin on our 6th annual basin tour in June 2009. It was our largest tour ever, and attracted people from all over Colorado, including state legislators, county commissioners and numerous state officials.
- Publishing the 9th in our *Citizen's Guide* series on Colorado's interstate water compacts. In the first 5 months of its availability, we have distributed over 3,000 guides.

- Teaching almost 50 people about water and climate issues during our first ever “mini-tour” at the National Ice Core Laboratory, including several middle and high school teachers who received continuing education credits for their participation.
- Gathering a quarter of the Colorado legislature for CFWE’s first “Legislative Lunch” day at the capitol. Speakers Tom Cech, Eric Hecox, Joe Frank and Dan Birch did a great job introducing water supply planning challenges to the group.
- Enrolling 15 mid-career water professionals into our 2010 Water Leaders program, two of which received full scholarships.

CFWE has also made significant progress implementing our 2009-2014 Strategic Plan. In particular, we have:

- Begun diversifying our revenue through tactics such as selling advertising in *Headwaters* magazine, applying for new grants, and conducting a year-end giving campaign and a new member drive.
- Narrowed the focus of new programs and initiatives to those that benefit the media, elected officials and environmental/recreational groups. These three “gatekeeper groups” were selected by the Board as the next new audiences that CFWE will target with its programs.
- Re-designed our website to take advantage of the capabilities of social networking and video. CFWE will use the new capabilities to produce more on-line educational content, including videos, allow on-line discussions among water educators and connect more people to our work via a new e-newsletter.

OVERVIEW OF FY2010 FOUNDATION FINANCES

The Foundation continues to be successful in leveraging CWCB’s financial support. Preliminary financial data for FY2010 indicate that CFWE will meet its revenue goals and come in under our expense budget, thus adding to the operational reserve we are building.

The funding provided by CWCB is matched and then doubled by funds raised by Foundation staff. It is a crucial part of our budget, helping keep registration costs low for tours and workshops, underwriting development of unbiased water information and allowing for the creation of new programs like the legislative lunch and mini-tours.

PREVIEW OF FY2011

In 2011, CFWE envisions using CWCB funds to support our traditional activities such as *Headwaters* magazine, the Water Leaders program, the annual River Basin Tour, etc. Funds would also continue to support CFWE's growth through partially funding development of a marketing plan, aimed at widening our audience and better targeting specific stakeholder groups. In addition, CFWE would like to use CWCB funding to develop and grow new programs. New programs to be developed and expanded in FY2011 include:

- Developing a presentation based on our 2010 Legislative Lunch topic (statewide water supply planning challenges) that can be given to water boards, city councils and county commissioners across Colorado.
- Exploring partnerships with our identified "gatekeeper groups", including the Colorado Municipal League, Colorado Counties, Inc., Colorado Public Radio and Public Television, and environmental/recreational interests such as watershed groups, outfitters and gear shops, to develop mutually beneficial programs.
- Beginning to present basic water information to "non-water" conferences and groups.

UPCOMING EVENTS

The following are Foundation events occurring over the summer:

- June 29: CFWE Board meeting in Denver
- June 9-11: Southwestern Basins tour
- June 22: Fountain Creek mini-tour
- June 30: Grassroots *Headwaters* available
- August 8: Running Rivers 5k Fun Run, Waterton Canyon
- August 25: Final 2010 Water Leaders class
- October 5-7: Sustaining Colorado's Watersheds Conference, Vail
- October 15: Recreation *Headwaters* available



2010-2011
Scope of Work for the
Colorado Water Conservation Board

PURPOSE

The purpose of this Scope of Work is to assist in the financing of operations of a water education foundation to promote a better understanding of water issues through educational opportunities and resources so Colorado citizens will understand water as a limited resource and will make informed decisions regarding its use.

Task1: Educational Program Development and Delivery

Sub-task 1.1: Conduct River Basin Tour

Each summer, the Foundation holds a two-day tour of a different river basin in the State of Colorado for legislators, appointed officials, water managers, engineers, attorneys, teachers and members of the public. The Foundation will plan, organize and implement a June 2011 tour of the Colorado River basin.

Subtask 1.2: Water Education Task Force facilitation

In a July 2008 report on the state of water education in Colorado, the Colorado Water Conservation Board made several recommendations for new programs, changes to existing programs, and consolidation of resources. In 2009 and 2010, CFWE has facilitated the Water Education Task Force, which is the volunteer body of water educators whose mission is to keep the CWCB's recommendations moving forward. To continue this group's forward momentum, CFWE will:

- Convene and facilitate two meetings of the Water Education Task Force;
- Handle all pre- and post-meeting logistics;
- Provide meeting space and logistics for, as well as participate in, the subcommittees formed to carry out the recommendations of the report;
- Create web space for WETF members to communicate and share information on cfwe.org.

This subtask will be completed by June 30, 2011.

Sub-task 1.3: Water Leaders Program

The Water Leaders Program was created in 2006 to offer emerging Colorado professionals the opportunity to develop their leadership potential with a focus on water resources issues. The year-long program has since provided training in conflict resolution, communication and negotiation to over 50 participants from

across Colorado. The program also includes extensive self-assessment and networking opportunities. As part of this task, the Foundation will:

- Implement the 2011 program
- Create methods to better connect alumni to continuing water education opportunities

This subtask will be complete by June 30, 2011.

Sub-task 1.4: Water Education Workshops

The Foundation will organize and implement up to five water education workshops for the following audiences:

- K-12 teachers who are not currently implementing water education. This workshop will include information on basic water education programs such as water festivals, classroom education techniques, informal education techniques, River Watch and Project WET, among others.
- State Legislators. The workshop goal will be to increase their basic understanding of water resource issues. The format is tbd.
- County Commissioners, Municipal and Special District Officials. These hour-long presentations will use materials and video developed for the 2010 Legislative Lunch on the challenges of statewide water supply planning.

This subtask will be complete by June 30, 2011.

Task 2: Publication Development and Delivery

Sub-task 2.1: Headwaters Magazine, October 2010

The Foundation will write, design and publish one issue of *Headwaters Magazine*, for distribution to our members and our database of over 5,500 water-interested people. This issue will be focused on "Recreation". CWCB will be provided with 50 copies of this publication for their use.

Sub-task 2.2: Headwaters Magazine, January 2011

The Foundation will write, design and publish one issue of *Headwaters Magazine*, for distribution to our members and our database of over 5,500 water-interested people. The topic of this issue is focused on "Forests & Ecosystem Services". CWCB will be provided with 50 copies of this publication for their use.

Sub-task 2.3: Publication Delivery, January 2011

The Foundation will distribute, free of charge, up to 1,000 *Citizen's Guides* to groups who otherwise could not afford them for use in educating their members, stakeholders and staff.

Task #3: Financial Reporting

Sub-task 3.1: Financial Reports

At the end of each fiscal quarter, the Foundation will provide quarterly unaudited financial statements. Annual financial statements will be provided with an independent accountant's review. An independent audit is performed every three years and is scheduled for FY2012.

Sub-task 3.2: Review

By January 30, 2011, the Foundation will submit an accountant's financial review to CWCB.

Task #4: Strategic Planning and Organizational Outreach

Sub-task 4.1: Strategic Planning

CFWE completed its updated strategic plan in June 2009. In FY2011, CFWE will further implement the recommendations of the new plan through:

- Interviews with members of identified "gatekeeper groups" to solicit input on how CFWE can provide needed information and services to them. In FY2011 these groups are: the media, elected officials, and environmental/recreational groups.
- Identify and create a plan for the implementation of at least one new joint water education program from the interviews held above.
- Development of a marketing plan that communicates the value of CFWE's educational programs to a wide variety of stakeholders.
- Creation of a FY2011 Fundraising Plan that further diversifies CFWE's revenue sources.

This task will be complete by June 30, 2011

Sub-task 4.2: Organizational Outreach

To assist in providing wider access to CFWE's programs and services, CFWE will increase its organizational outreach through the following means:

- Begin implementation of recommendations in the marketing plan developed in Task 4.1.
- Prepare a presentation on basic water information and present it to at least three non-water-related trade groups or conferences.

This task will be complete by June 30, 2011.

Task #1: Educational Program Development and Delivery

| Subtask | Deliverable | Time of Deliverable | Description of Deliverable | Budget | Deliverable Total |
|---------|---------------------------------------|---------------------|--|----------|-------------------|
| 1.1 | River Basin Tour | June 2011 | Conduct basin tour | \$20,000 | \$20,000 |
| 1.2 | Water Education Task Force | March 2011 | Convene and facilitate two meetings of the Water Education Task Force; | \$3,000 | \$7,000 |
| 1.2 | Water Education Task Force | March 2011 | Handle all pre- and post-meeting logistics; | \$1,000 | |
| 1.2 | Water Education Task Force | June 2011 | Provide meeting space and logistics for, as well as participate in, the subcommittees formed to carry out the recommendations of the report; | \$1,500 | |
| 1.2 | Water Education Task Force | January 2011 | Create web space for WETF members to communicate and share information on cfwe.org. | \$1,500 | |
| 1.3 | Water Leaders Program | June 2011 | Implement the 2011 program | \$15,000 | \$17,000 |
| 1.3 | Water Leaders Program | April 2011 | Create methods to better connect alumni to continuing water education opportunities | \$2,000 | |
| 1.4 | Water Education Workshop: K-12 | October 2010 | Host workshop for K-12 Teachers | \$3,500 | \$10,500 |
| 1.4 | Water Education Workshop: Legislators | April 2011 | Host luncheon for Legislators | \$3,500 | |
| 1.4 | Water Education Workshop: Electeds | June 2011 | Hold presentations for Local Elected Officials | \$3,500 | |

Task 1 Total**\$54,500****Task #2: Publication Development and Delivery**

| Subtask | Deliverable | Time of Deliverable | Description of Deliverable | Budget | Deliverable Total |
|---------|----------------------|---------------------|--|----------|-------------------|
| 2.1 | Headwaters Magazine | October 2010 | Publish one issue of Headwaters magazine focused on "Recreation" & provide 50 copies to CWCB | \$30,000 | \$65,000 |
| 2.2 | Headwaters Magazine | January 2011 | Publish one issue of Headwaters magazine focused on "Forests & Ecosystem Services" & provide 50 copies to CWCB | \$30,000 | |
| 2.3 | Publication Delivery | January 2011 | Provide 1,000 free copies of Citizen's Guides to groups | \$5,000 | |

Task 2 Total**\$65,000****Task #3: Financial Reporting**

| Subtask | Deliverable | Time of Deliverable | Description of Deliverable | Budget | Deliverable Total |
|---------|------------------------------|---------------------|---|---------|-------------------|
| 3.1 | Financial Reports | July 2010 | Provide copies of any and all balance sheets and financial reports produced in accordance with the CFWE standard accounting procedures and Executive Committee requirements | \$500 | \$2,000 |
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| 3.2 | Accountant Review for FY2009 | January 2011 | Accountant review of FY2008 financial statements | \$2,000 | \$2,000 |

Task 3 Total**\$4,000****Task #4: Strategic Planning and Organizational Development**

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| 4.1 | Strategic Planning | February 2011 | Interviews with "gatekeeper groups" | \$5,000 | \$18,500 |
| 4.1 | Strategic Planning | June 2011 | ID and create an implementation plan for at least one new joint water education program | \$4,500 | |
| 4.1 | Strategic Planning | April 2011 | Development of a marketing plan | \$7,500 | |
| 4.1 | Strategic Planning | October 2010 | FY2011 Fundraising Plan | \$1,500 | |
| 4.2 | Organizational Outreach | April 2011 | Marketing Plan Implementation | \$5,000 | \$8,000 |
| 4.2 | Organizational Outreach | June 2011 | Presentation to at least 3 non-water groups | \$3,000 | |

Task 4 Total**\$26,500****SCOPE OF WORK TOTAL****\$150,000**



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